

Sail America Industry Conference

Grow Your Business. Grow the Industry.

Schedule at a Glance*

Presented by



Tuesday, April 22, 2025

1:00 PM-4:00 PM

Regatta - The Annapolis Yacht Club

4:00 PM-6:00 PM

Opening Reception

Wednesday, April 23, 2025

7:30 AM-5:00 PM

Conference Registration

7:30 AM-8:30 AM

Continental Breakfast

8:30 AM-8:45 AM

Welcome to 2024 SAIC
Adam Cove, President, Sail America

8:45 AM-9:45 AM

KEYNOTE:
Recruit and Retain Your Talent, Team Culture and Communication in the Workplace
Michelle Alexandrowicz, Organizational Psychologist, ENGAGE

9:45 AM-10:45 AM

AI for Maritime: Applications, Ethics, and Guardrails for Use
Chris Watson, KVH

10:45 AM-11:00 AM

Refreshment Break

11:00 AM-11:45 AM

How to win “Best in Show”-Winning “Best in Show”
Todd Hess, SailTime, Lana Lohe (formerly Lagoon America)

11:45 AM-12:00 PM

How to Bring your Best to a Boat Show
Mary Ewenson, Annapolis Boat Shows

12:00 PM-1:00 PM

Lunch

1:00 PM-2:00 PM

Finance & Insurance
Randall Carnahan, Hilb Group NE and Thomas Dix, Shore Premier Finance

2:00 PM-2:45 PM

Brainstorming Session for Sail America Members
Moderated by Adam Cove, Board President

2:45 PM-3:00 PM

Refreshment Break

3:15 PM-4:15 PM

Creating an Effective, Affordable, Future-proof Connectivity Solution
Chris Watson, KVH

4:15 PM-5:00 PM

How Discover Boating’s Work on Behalf of Our Industry is Designed
Kevin Williams, NMMA VP North American Marketing

5:30 PM-7:00 PM

Evening Reception and Raffle

7:00 PM

Dinner on Your Own

Sail America Industry Conference

Grow Your Business. Grow the Industry.

Schedule at a Glance*

Presented by



Thursday, April 24, 2025

7:30 AM-12:00 PM

Conference Registration

7:30 AM-8:30 AM

Continental Breakfast

8:30 AM-8:45 AM

Day 2 Welcome
Adam Cove, President, Sail America

8:45 AM-9:30 AM

**The Role and Impact of Marina Companies Such as Safe Harbor
and How That Will Support the Growth of the US Sailing Industry**
Desiree Bell, Safe Harbor Marinas

9:30 AM-10:00 AM

YBBA, IYBA, Yachtr, Yachtworld Update
Stanton Murray, Murray Yacht Sales

10:00 AM-10:15 AM

Refreshment Break

10:15 AM-11:15 AM

Predictive Index Assessment
Michelle Alexandrowicz, Organizational Psychologist, ENGAGE

11:15 AM-12:00 PM

Brainstorming Session: How to Make Buying and Owning a Boat Fun Again
Adam Cove, Cove Marine Consulting and Mark Pillsbury, formerly Cruising World, Sailing World

12:00 PM-12:15 PM

SAIC Wrap-up
Adam Cove, President, Sail America

**schedule is subject to change*